

FEB 25 1925

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COMING THROUGH

Photoplay in 7 reels

From the novel "Bed Rock" by Jack Bethea

Screen play by Paul Schofield

Directed by Edward Sutherland

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

## PRESS

Adolph Zukor and Jesse L. Lasky  
**THOMAS MEIGHAN**  
 IN  
**"COMING THROUGH"**  
 With **LILA LEE**  
 From the novel "Bed Rock" by Jack  
 Screen play by Paul Schofield  
 Directed by Edward Sutherland  
 A Paramount Picture

PURPOSE: To Help You Sell the Picture

# THOMAS MEIGHAN HAS A GREAT "B" ROLE IN NEW PARAMOUNT PICTURE

## PUTTING IT OVER RIGHT

Advertise Meighan when you advertise a Meighan picture.

Newspaper teaser: "Tom Meighan is 'Coming Through' any town next ....."

Another idea along the same line—a sign on the main automobile thoroughfare, "You are now 'Coming Through' ....." Mention might also be made of the fact that Tom Meighan is starring in a Paramount picture by the same name at the ..... Theatre.

Run a series of stories in the papers of prominent local men who made good even though the odds were against them. Head the stories "Coming Through".

Book tie-up: Arrange window displays with the booksellers of your town of Jack Bethea's novel, "Bed Rock". A card could explain that this is the book from which Thomas Meighan's latest picture, "Coming Through" at the ....., was made.

Tie-up with schools — "You have a better chance of 'coming through' in the business world with a ..... training."

with traction companies "No matter what the weather, no matter what time of night it may be, you'll always find our cars 'coming through' ....."

Here's an idea that can be applied to taxi companies, etc.

Get over the mine atmosphere with picks and shovels, etc., in your lobby.

Put over the title by showing Meighan breaking through barriers—cut-outs of the posters on the production.

Tie-up with coal dealers. Arrange a window display showing the star in miner's garb, carbide lamp on his cap and all against a mining camp background. A placard could read, "Where ..... 's coal comes from as shown in 'Coming Through,' a Paramount picture starring Thomas Meighan now at the ....."

A stunt with the hardware stores, "No trouble at all 'coming through' with a ..... drill, saw, etc."

The herald on this production

## "Good Luck" Tom Sure "Con"



Thomas Meighan  
 in the Paramount Picture  
 "Coming Through"

Production Mat 1PB

## TOM A MINER IN 'COMING THROUGH'

Lila Lee Featured in Cast  
 of New Meighan Film

(Synopsis Story)

**T**OM MEIGHAN'S newest Paramount picture, "Coming Through", opens a ..... days' run at the ..... Theatre next .....

The picture is an adaptation of the novel, "Bed Rock", a mining story, by Jack Bethea. Edward Sutherland directed the production as his first work for the screen. Lila Lee is featured in support of the star.

Tom plays the role of the chief clerk in the offices of a large steel corporation. His idea of the height of fame is other than that of pen-pushing. He has seen men promoted over his head—men no more worthy than he—men pushed along because they were the sons, brothers, nephews of such and such a man well up in the company.

Thwarted in his efforts to prove himself worthy of a better job on merits alone, he marries the daughter of a big capitalist, the president of the company, for an opportunity to do something worth while.

Therein lies the basis for a

## Lila Lee, Wallace Beery and O the Cast of Picture A "Bed Rock", by Jack

**I**N "Coming Through," adapted to the screen from Jack Bethea's novel, "Bed Rock," Thomas Meighan plays the role of a big steel corporation who sees other men gain connections and pull while he is side-tracked in "coming through" to wealth and happiness.

Lila Lee, leading woman in many previous pictures, appears opposite the popular star. Wallace Beery, "Hawk" fame, heads an ideal support cast.

**T**OM, as Blackford, frustrated and bitter at the discrimination by which those less experienced and capable than he advanced over his head, seizes a chance opportunity to make love to the president's daughter and elopes with her after a mile-a-minute courtship—all this for the opportunity to do something really worth while.

Tricked into an admission of the fact by the father, Tom's wife turns against him. The father plans revenge on his new son-in-law by sending him to the toughest mining camp in the corpora-



Thomas Meighan and Lila Lee in the Paramount Picture

Three-column Production Mat



A MOUNT

# SHEET

Adolph Zukor and Jesse L. Lasky present  
**THOMAS MEIGHAN**

IN  
**"COMING THROUGH"**

With **LILA LEE**

From the novel "Bed Rock" by Jack Bethea

Screen play by Paul Schofield

Directed by Edward Sutherland

A Paramount Picture

To Help You Sell the Picture to the Public.

## REAT "BACK HOME AND BROKE" DUNT PICTURE, "COMING THROUGH"

"Coming Through" Big in This One!

FILM FACTS

Beery and Other Big Names in  
Picture Adapted From Novel,  
"Bed Rock", by Jack Bethea

adapted to the screen by Paul Schofield from Jack  
"Bed Rock," Thomas Meighan plays the part of an employee  
who sees other men gain promotion through family  
connections. He is side-tracked in an office job. He "comes  
through" in the end.

Woman in many previous Meighan pictures, again  
Lila Lee, of "Robin Hood" and "Sea  
deal support.

and bitter at the end of the picture. The girl goes with him—wife in  
those less exalted positions.

Blackford tackles the complex problems of the  
mining town, cleans it up and "comes through"—  
and through a dramatic series of incidents wins  
the love of the estranged bride.

Here's a story that really measures up to Tom's  
broad shoulders—and it has made an extra-  
ordinarily fine picture, with a background of coal  
mines and lawless mining camps.

They're all waiting for Tom in just such a role!



Thomas Meighan in the  
Paramount Picture  
"Coming Through"

Production Mat 1PA

### 'COMING THROUGH' COMING TO RIALTO

Tom Meighan Star in Fine  
Paramount Picture

(Synopsis Story)

**M**INES and mining camps  
—that's the background  
of Thomas Meighan's latest  
Paramount picture, "Coming  
Through", adapted from Jack  
Bethea's novel, "Bed Rock", a  
picturesque story of the Alabama  
coal mines, directed by Edward  
Sutherland as his first work for  
the screen.

The picture, which opens next  
..... at the .....  
Theatre, brings the star to the  
screen in the role of Tom Black-  
ford, employed in the offices of a  
big steel corporation. Tom has  
come to the conclusion that to get  
anywhere in the company one has  
to have more than mere ability—  
he has to **be someone**. So he seizes  
an opportunity to make love to  
the president's daughter and mar-  
ries her.

Blackford gets the chance he  
has been longing for, but loses  
the love and respect of his bride  
while the father, to "even things  
up" assigns him to the company's  
toughest camp just outside of  
Birmingham, Ala.

#### Star

**T**HOMAS MEIGHAN—without  
a doubt the biggest box-  
office bet among the male stars on  
the screen today. Everybody  
turns out when there's a Meighan  
picture in town.

#### Director

Edward Sutherland, until re-  
cently connected with Charles  
Chaplin as assistant director of  
"A Woman of Paris" and  
"Chilikoot Pass", a forthcoming  
release. This is his first picture  
"on his own".

#### Author

Jack Bethea, whose novel, "Bed  
Rock", from which the picture  
was adapted was listed among the  
best-sellers when it first put in its  
appearance.

#### Scenarist

Paul Schofield

#### Cameraman

Faxon Dean, who also headed  
the camera staff on "Tongues of  
Flame" and others.

#### Featured

This picture marks the return  
to the screen of Lila Lee, charm-  
ing heroine of other successful  
Meighan productions. She is  
featured in support of the star.

Wallace Beery heads the sup-  
porting cast in a "heavy" role.  
The others are all well known  
stage and screen players—Lau-  
rance Wheat, John Milner, Frank  
Campeau and all the rest.

#### Type of Story

"Coming Through" deals with  
mines and mining men. It's an  
actionful love-drama that de-  
scribes how a clerk in a big steel  
corporation marries the presi-  
dent's daughter. In order to  
convince his father-in-law that he  
is prepared for a bigger position  
in the corporation he asks for the  
supervision of a mine outside of  
Birmingham which is a hot-bed of  
labor troubles.

Conditions at the mine are so  
bad, his unfriendly father-in-law  
expects that by sending him there  
he may get rid of an unwelcome  
addition to the family. He places  
every obstacle in the young man's  
way—that he might not "come  
through".

#### The High Spots

In one of the scenes in "Coming  
Through" a "train" of coal



Lila Lee in the Paramount Picture "Coming Through"

Three-column Production Mat 3P

## STORY IN BRIEF



Another idea along the same line—a sign on the main automobile thoroughfare, “You are now ‘Coming Through’ .....” Mention might also be made of the fact that Tom Meighan is starring in a Paramount picture by the same name at the ..... Theatre.

Run a series of stories in the papers of prominent local men who made good even though the odds were against them. Head the stories “Coming Through”.

Book tie-up: Arrange window displays with the booksellers of your town of Jack Bethea’s novel, “Bed Rock”. A card could explain that this is the book from which Thomas Meighan’s latest picture, “Coming Through” at the ..... was made.

Tie-up with schools — “You have a better chance of ‘coming through’ in the business world with a ..... training.”

with taxi companies. “No matter what the weather, no matter what time of night it may be, you’ll always find our cars ‘coming through’ .....”

Here’s an idea that can be applied to taxi companies, etc.

Get over the mine atmosphere with picks and shovels, etc., in your lobby.

Put over the title by showing Meighan breaking through barriers—cut-outs of the posters on the production.

Tie-up with coal dealers. Arrange a window display showing the star in miner’s garb, carbide lamp on his cap and all against a mining camp background. A placard could read, “Where .....’s coal comes from as shown in ‘Coming Through,’ a Paramount picture starring Thomas Meighan now at the .....”

A stunt with the hardware stores, “No trouble at all ‘coming through’ with a ..... drill, saw, etc.”

The herald on this production is a real novelty, gotten up after the fashion of a “Success” magazine, featuring a story of a man who is supposed to have married a girl merely for the chance of gaining recognition in her father’s office—a man who is

and makes good in spite of a prejudiced father-in-law.

Make believe this isn’t a seat-seller! Done in attractive colors, they’ll fairly eat it up. See illustration on next page. But it doesn’t half do the original justice. They’re only \$3.00 a thousand. Have a newspaper page printed like the herald and use as throwaway.

There’s a great cast supporting Tom in this one. Tell the fans that “Coming Through” brings Lila Lee back to the screen and that Wallace Beery has one of the finest roles of his career in support of the star—and that Eddie Sutherland, who assisted Charlie Chaplin on “A Woman of Paris” and others, directed the production as his first motion picture work.

Get in touch with the Paramount exploiter assigned your territory. He is a trained showman whose business it is to help Paramount exhibitors put Paramount picture over right.

Profit by his experience. It costs you nothing.



Thomas Meighan in the Paramount Picture “Coming Through”

Production Mat IPB

## TOM A MINER IN ‘COMINGTHROUGH’

Lila Lee Featured in Cast of New Meighan Film

(Synopsis Story)

TOM MEIGHAN’S newest Paramount picture, “Coming Through”, opens a ..... days’ run at the ..... Theatre next .....

The picture is an adaptation of the novel, “Bed Rock”, a mining story, by Jack Bethea. Edward Sutherland directed the production as his first work for the screen. Lila Lee is featured in support of the star.

Tom plays the role of the chief clerk in the offices of a large steel corporation. His idea of the height of fame is other than that of pen-pushing. He has seen men promoted over his head—men no more worthy than he—men pushed along because they were the sons, brothers, nephews of such and such a man well up in the company.

Thwarted in his efforts to prove himself worthy of a better job on merits alone, he marries the daughter of a big capitalist, the president of the company, for an opportunity to do something worth while.

Therein lies the basis for a dramatic, powerful love theme. The bride (Lila Lee) awakens from her infatuation to learn, through a ruse staged by her father, that the chief clerk is more absorbed in his business ambitions than in their romance, and that he married her merely to gain promotion.

Heartbroken, she resolves to accompany him to the Alabama mining camp where her father has given him the most difficult job in the company’s wide field of operations. She goes, a bride in name only. They live under the same roof, not as man and wife, but as bitter enemies at first. Then, as Tom comes to grips with the problems of his new job, the real romance begins.

Here’s Tom in a role that is claimed to be entirely different from anything he has ever done before.

The scenes for “Coming Through” were filmed at the same group of mines that inspired Mr. Bethea’s popular story, and the background, therefore, is as accurate as is possible to conceive.

Wallace Beery heads the supporting cast in the role of a roughneck miner who does everything to spoil Meighan’s chances of “coming through”.

Other big names include John Milern, Laurance Wheat, Frank Campeau, Gus Weinburg and Alice Knowland.

Paul Schofield is credited with the screen play.

“Bed Rock”, by Jack Bethea’s novel, “Bed Rock,” Thomas Meighan, a big steel corporation who sees other connections and pull while he is side-through” to wealth and happiness.

Lila Lee, leading woman in many previous films, appears opposite the popular star. Wallace Beery, in “Hawk” fame, heads an ideal supporting cast.

TOM, as Blackford, frustrated and bitter at the discrimination by which those less experienced and capable than he advanced over his head, seizes a chance opportunity to make love to the president’s daughter and elopes with her after a mile-a-minute courtship—all this for the opportunity to do something really worth while.

Tricked into an admission of the fact by the father, Tom’s wife turns against him. The father plans revenge on his new son-in-law by sending him to the toughest mining camp in the corporation.



Thomas Meighan and Lila Lee in the Paramount Picture

Three-column Production Mat

## THE STORY IN

TOM BLACKFORD is the chief

clerk of a great steel corporation. He has been promised promotion to the job of Superintendent of Mines, only to be cheated out of it time and again through favoritism. He meets Alice Rand, daughter of the president of the corporation. He wins her in a whirlwind courtship and they are married.

Rand is fit to be tied when he learns the news and accuses Blackford of tricking the girl into marriage to further his own ambitions. Blackford is trapped into admitting that such is the case. Alice overhears the conversation.

Crestfallen, disillusioned she turns against her husband and when her father assigns him to Colton, the toughest and wildest mining camp in all the company’s holdings, Alice, to carry out the surface aspects of the marriage, elects to go with him, a wife in name only.

Colton is Blackford’s big chance, but Rand, in assigning him to the job, conspires with several of his lieutenants to see that obstacles are thrown in his path. Blackford must fail to “come through”.

Tom Blackford.....  
Alice Rand.....  
John Rand.....  
Joe Lawler.....  
Munds.....  
Shackleton.....  
Dr. Rawls.....  
Mrs. Rawls.....

To begin with, the man, Joe Lawler, is p against Blackford. The me lazy, rebellious, spendi their time drinking in “The Club”. One of first moves is to place, thus settling the “big boss”, a

Realizing that size job on his h enlists the aid of feels he can trust. turns he is block hostility. Several are made on his l

All this time self aloof. The unhappy coup anything.



# ock", by Jack Bethea

adapted to the screen by Paul Schofield from Jack Bethea's novel, "Bed Rock". Thomas Meighan plays the part of an employee who sees other men gain promotion through family influence. He is side-tracked in an office job. He "comes through" in the end.

In many previous Meighan pictures, again the star. Wallace Beery, of "Robin Hood" and "Sea of Cortez" is in the supporting cast.

and bitter at the situation's holdings. The girl goes with him—wife in name only.

Blackford tackles the complex problems of the mining town, cleans it up and "comes through"—and through a dramatic series of incidents wins the love of the estranged bride.

Here's a story that really measures up to Tom's broad shoulders—and it has made an extraordinarily fine picture, with a background of coal mines and lawless mining camps.

They're all waiting for Tom in just such a role!



Lila Lee in the Paramount Picture "Coming Through"

Three-column Production Mat 3P

## STORY IN BRIEF

John Rand comes down to the mine and determines to

Tom Blackford  
THOMAS MEIGHAN  
Alice Rand.....Lila Lee  
John Rand.....John Miltern  
Joe Lawler.....Wallace Beery  
Munds.....Laurance Wheat  
Shackleton.....Frank Campeau  
Dr. Rawls.....Gus Weinburg  
Mrs. Rawls.....Alice Knowland

To begin with, the mine foreman, Joe Lawler, is plainly against Blackford. The men are lazy, rebellious, spending most of their time drinking and gambling in "The Club". One of Tom's first moves is to close up the place, thus setting against him the "big boss", a

Realizing that he has a man's size job on his hands, Blackford enlists the aid of several men he feels he can trust. Everywhere he turns he is blocked by Lawler's hostility. Several times attempts are made on his life.

All this time Alice holds herself aloof. The breach between the unhappy couple is widened, if anything.

father's orders are responsible for the obstacles in Blackford's path, and the attempts on his life.

Blackford finds Lawler responsible for an attempt to smuggle liquor into town and discharges him. Lawler threatens to stop the mine and tear it wide open. The miners side in with him until Blackford proves to them that the foreman has been cheating them out of thousands of dollars yearly on their pay checks by the use of faulty scales, then, as Lawler attempts to kill him, he chases him up the tippie, a scaffolding about sixty feet above ground. They come to blows and Lawler falls—the sixty feet to a rock below.

Returning to his home, Blackford finds it empty and believes that Alice has returned to Pittsburgh with her father. As he sinks down in a chair, disconsolate, a door opens and she enters.

This time she has come to stay by his side and help him fight out his battles shoulder to shoulder, a real wife and not a make-believe bride.



Thomas Meighan in the Paramount Picture "Coming Through"

Production Mat 1PA

## 'COMING THROUGH' COMING TO RIALTO

Tom Meighan Star in Fine  
Paramount Picture

(Synopsis Story)

**M**INES and mining camps—that's the background of Thomas Meighan's latest Paramount picture, "Coming Through", adapted from Jack Bethea's novel, "Bed Rock", a picturesque story of the Alabama coal mines, directed by Edward Sutherland as his first work for the screen.

The picture, which opens next ..... at the ..... Theatre, brings the star to the screen in the role of Tom Blackford, employed in the offices of a big steel corporation. Tom has come to the conclusion that to get anywhere in the company one has to have more than mere ability—he has to **be someone**. So he seizes an opportunity to make love to the president's daughter and marries her.

Blackford gets the chance he has been longing for, but loses the love and respect of his bride while the father, to "even things up" assigns him to the company's toughest camp just outside of Birmingham, Ala.

The home office at Pittsburgh places his production schedule at an unjustly high figure and, despite the fact that he knows everyone to be against him, Tom

"come through".

Through sheer power of will he overcomes every obstacle, fights an unruly mob of miners and their villainous leader, in particular, and wins the love of his estranged bride.

What a part for Meighan!

Lila Lee plays opposite Tom as Alice Rand. Wallace Beery is the treacherous miner, Joe Lawler, who makes several attempts on Blackford's life. John Miltern plays Alice's father, the president of the steel company.

Other prominent players appear in the cast.

### Lila Lee Leading Woman in Tom Meighan's Latest

Lila Lee returns to the screen as Tom Meighan's leading woman in the Paramount picture, "Coming Through", due at the ..... Theatre next .....

Edward Sutherland directed "Coming Through" as his first picture work. The story is an adaptation of Jack Bethea's novel, "Bed Rock".

Wallace Beery heads the cast.

turns out when there's a Meighan picture in town.

### Director

Edward Sutherland, until recently connected with Charles Chaplin as assistant director of "A Woman of Paris" and "Chilikoot Pass", a forthcoming release. This is his first picture "on his own".

### Author

Jack Bethea, whose novel, "Bed Rock", from which the picture was adapted was listed among the best-sellers when it first put in its appearance.

### Scenarist

Paul Schofield

### Cameraman

Faxon Dean, who also headed the camera staff on "Tongues of Flame" and others.

### Featured

This picture marks the return to the screen of Lila Lee, charming heroine of other successful Meighan productions. She is featured in support of the star.

Wallace Beery heads the supporting cast in a "heavy" role. The others are all well known stage and screen players—Laurance Wheat, John Miltern, Frank Campeau and all the rest.

### Type of Story

"Coming Through" deals with mines and mining men. It's an actionful love-drama that describes how a clerk in a big steel corporation marries the president's daughter. In order to convince his father-in-law that he is prepared for a bigger position in the corporation he asks for the supervision of a mine outside of Birmingham which is a hot-bed of labor troubles.

Conditions at the mine are so bad, his unfriendly father-in-law expects that by sending him there he may get rid of an unwelcome addition to the family. He places every obstacle in the young man's way—that he might not "come through".

### The High Spots

In one of the scenes in "Coming Through" a "trip" or coal car breaks away on the incline and shoots down through the mine at a forty mile an hour clip, turning sharp curves, menacing the lives of scores of miners and

amid a shower of falling timbers.

Another thriller takes place on the "tippie", a skeleton framework of wooden beams high above the surface. Here is staged the fight between Meighan and Wallace Beery. They grapple on a narrow platform of boards fifty or sixty feet above the ground, where a single misstep would have been fatal. At the start of the fight, the star and Beery make a flying leap of fourteen feet from the scale platform to the tippie—it's a real hair-raiser!

More than four hundred coal miners—not supers in costume, but real Alabama coal miners—are seen in the riot scenes. In one of the tense situations these miners are seen rushing from the mouth of the shaft with their carbide lamps ablaze in their caps, milling around Meighan with angry gestures.

The dramatic scene in which Tom quells the threatened riot, then settles his long-standing grudge with Beery will remain with the fans long after they have filed from the theatre.

"Coming Through" is a Meighan Picture—Plus!



TAKE ADVANTAGE OF PARAMOUNT  
EXPERTLY PREPARED MATERIAL

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

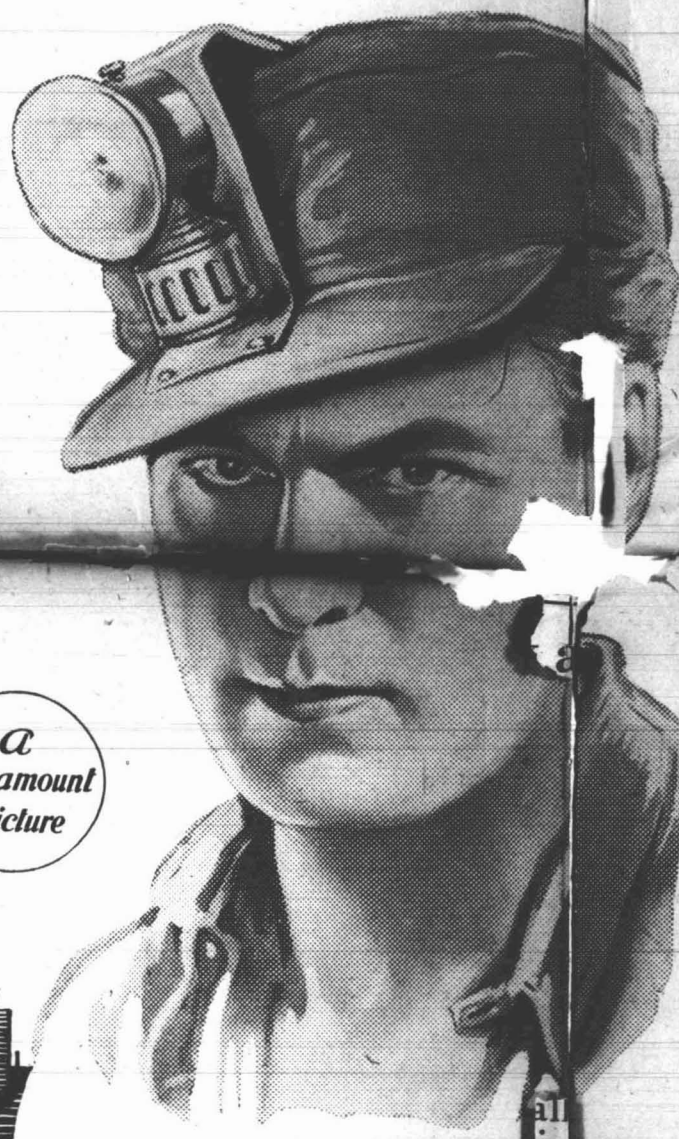
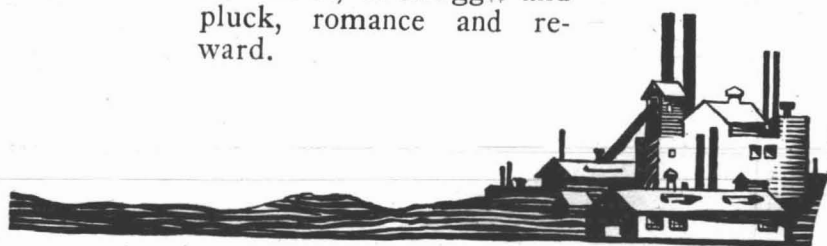
THOMAS  
MEIGHAN

IN  
"COMING  
THROUGH"

WITH  
LILA LEE

HERE is a story that  
measures up to  
Thomas Meighan's broad  
shoulders. A punchful  
story of the picturesque  
coal fields, of struggle and  
pluck, romance and re-  
ward.

A  
Paramount  
Picture



From the novel "Bed Rock" by Jack Bethea—Screen play by Paul Schofield—Directed by Edward Sutherland

Four-column Newspaper Advertisement 4A.



Two-column Supplementary Press Ad 2AS



HE MARRIED an heiress  
—then tackled the world  
on his own, and won.

You're right! It IS a great  
Meighan role. The best he's  
had in a long, long time.

And you'll like it!

From the novel "Bed Rock" by Jack Bethea—Screen  
play by Paul Schofield—Directed by Jack Sutherland

Two-column Supplementary Press Ad 2

A Smashing Drama!



Musical  
features  
Short  
subjects,  
etc.

Screen  
Sutherland

ISX



# MOUNT'S ADVERTISING SERVICE MATERIAL AT MUCH LESS THAN COST

*Coming Through with a hit!*

**G**IVEN the toughest job ever a man had to face, facing a hostile, lawless mining camp, fighting for success, honor and a girl's love—Tommy comes through with a smashing hit!

Filmed in the picturesque coal fields of Alabama.

with  
**LILA LEE**

*a  
 Paramount  
 Picture*

ADOLPH ZUKOR  
 JESSE L. LASKY  
 PRESENT

## **THOMAS MEIGHAN** *in* *"Coming Through"*

Three-column Newspaper Advertisement 3A

### **TRAILER**

You can get an excellent Service Trailer on "Coming Through." 75 feet of punch scenes and titles. See Price List, poster page, for National Screen Service, Inc., offices.



Thomas Meighan and Lila Lee in the Paramount Picture "Coming Through"

Two-column Production Mat 2P

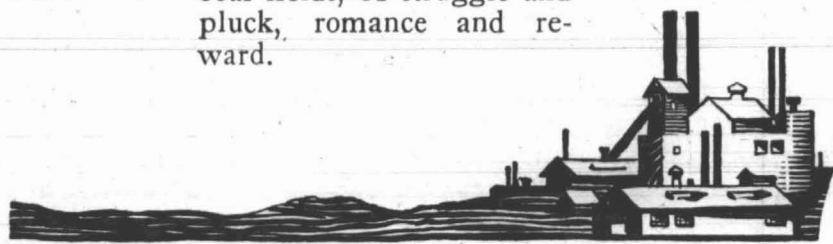
ADOLPH ZUKOR AND JESSE L. LASKY PRESENT  
**THOMAS MEIGHAN**  
*in*

Musical features  
 Short subjects,  
 etc.

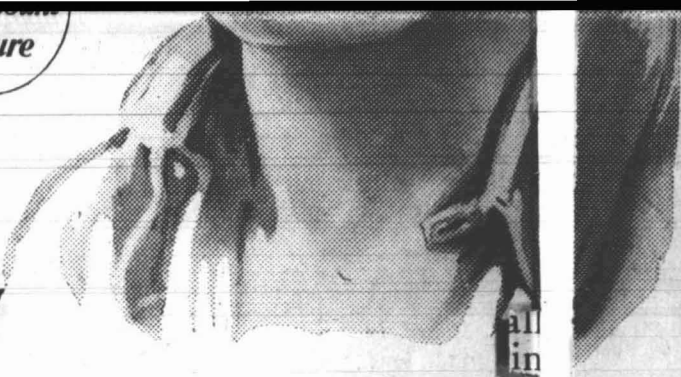
" by Jack Beth—Screen  
 irected by Jack Sutherland

ary Press Ad 15X

Thomas Meighan's broad shoulders. A punchful story of the picturesque coal fields, of struggle and pluck, romance and reward.



Picture



From the novel "Bed Rock" by Jack Bethea—Screen play by Paul Schofield—Directed by Edward Sutherland

Four-column Newspaper Advertisement 4A.

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

THOMAS  
**MEIGHAN**  
in

"Coming  
Through"

WITH LILA LEE

A Paramount Picture

Two-column Supplementary Press Ad 2AS

## A Smashing Drama!



ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

# THOMAS **MEIGHAN** IN "Coming Through"

a  
Paramount  
Picture

with LILA LEE

**I**F MEIGHAN were not the big star he is today, "Coming Through" would make him a favorite overnight.

In the role of a young man grappling with life in the lawless mining camps, clashing with many enemies and "Coming Through," Tom is superb.

Filmed with a big cast of favorites.

Two-column Press Advertisement 2A

## THOMAS **MEIGHAN**

### "COMING THROUGH"

WITH LILA LEE

PRESENTED BY  
ADOLPH ZUKOR JESSE L. LASKY

a  
Paramount  
Picture



**H**E MARRIED an heiress—then tackled the world on his own, and won.

You're right! It IS a great Meighan role. The best he's had in a long, long time.

And you'll like it!

From the novel "Bed Rock" by Jack Bethea—Screen play by Paul Schofield—Directed by Jack Sutherland

Two-column Supplementary Press Ad 2ASX

Musical  
features  
Short  
subjects,  
etc.

## Coming Through

The Magazine of Success



IRVING BLACKFORD

In this Issue:  
**They Said  
I Eloped  
with Her  
for Her Money**

The real story of Irving Blackford who came through



*a  
Paramount  
Picture*

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

# THOMAS MEIGHAN <sup>in</sup> "Coming Through"

Three-column Newspaper Advertisement 3A



Thomas Meighan and Lila Lee in the  
Paramount Picture "Coming Through"

Two-column Production Mat 2P

## TRAILER

You can get an excellent Service Trailer on "Coming Through." 75 feet of punch scenes and titles. See Price List, poster page, for National Screen Service, Inc., offices.

Musical  
features  
Short  
subjects,  
etc.

Screen  
by Jack Bethel  
by Jack S.

ISX

ry Press Ad 2.

## Short Shots

### Novel Herald

Novelty and class combined in a herald that will start the fans coming through your theatre entrance in droves.

The cut on the left shows the cover, actual size. The inside pages are packed with seat-selling scenes and talk.

Back page blank for theatre name, etc.

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The story of a man who marries an heiress—and then has to prove he's a man.

The screen's favorite pair of sweethearts reunited — Thomas Meighan and Lila Lee.

A drama that runs its thrilling course from the ballrooms of society to a coal mine in Alabama.

It's not all peaches and cream for the poor man who elopes with a millionaire's daughter.

Thomas Meighan's "Coming Through" with a wonderful picture next.....

ADOLPH ZUKOR AND  
JESSE L. LASKY PRESENT **THOMAS  
MEIGHAN** <sup>in</sup>



*a  
Paramount  
Picture* WITH **LILA LEE**



**C**OME and see Tommy "Coming Through" with his finest performance and picture. Fighting his way to the top in business and love.

One-column Press Ad 1A



Never before has the gloomy interior of a coal mine been so brilliantly illuminated. If you imagine a small coal car equipped with headlights ten times as brilliant as any automobile headlight, plugging along through the narrow shafts and rounding sharp curves and revealing fantastic vistas of cavern and jagged wall, you can understand why hardened old coal miners watched their old stamping awe and wonder. They completely transformed



# THROUGH" WITH THESE READY- ITY STORIES, REVIEWS AND SHORTS

### She Should Have Gotten the Job

EDWARD SUTHERLAND, who directed Thomas Meighan in his latest Paramount picture, "Coming Through," needed a competent typist for a bit of office business in the production. He didn't want to trust the scene to an extra girl who could only peck at the typewriter with two fingers. He wanted someone who could pound the keys like a regular typewriter. He approached a young woman who had been typewriting for the office of one of the producers. She didn't want the job.

Lila Lee is featured opposite the star. Wallace Beery and others appear in supporting roles.

### Producer of "Coming Through" Kid Director

The "Kid" director is what they call Edward Sutherland who made Thomas Meighan's latest production for Paramount, "Coming Through," coming to the ... Theatre for a ... day run on ... next.

Mr. Sutherland, who, for the last two years was an assistant director to Charles Chaplin in such productions as "A Woman of Paris" and "Chili-koot Pass," a forthcoming release, is one of the young directors in the motion picture industry to direct a prominent star. He is but twenty-five years—although he has had ten years screen experience, his film connections dating back to the time when he worked for Mack Sennett in Keystone Comedies in 1915.

Eddie, as they call him on the set, had the good luck to draw as his first screen work, his own—a picture starring the most popular male figure in pictures today—Thomas Meighan, in a story adapted from Jack Bethea's novel "Bed Rock."

Five generations of the Sutherland family have been in the theatrical business, so Paramount's new director may be said to come by his gifts naturally.

Mr. Sutherland is a nephew of Blanche and Frank Ring, the latter being the wife of the late Tom Meighan. That makes "Coming Through" a sort of family affair.

Lila Lee is featured opposite Meighan in the picture, which was adapted to the screen by Paul Schofield. Wallace Beery, Frank Campeau, John Milner and others are included in the cast.

### "Coming Through" Company Handliners a Thrill

Coal miners the Birmingham district who have worked underground by light of carbide lamps fastened to their caps got a new glimpse of their cavernous underworld when Thomas Meighan's company, under the direction of Edward Sutherland, descended to the interior of a mine at Newcastle to make the picture "Coming Through."

Never before has the gloomy interior of a mine been so brilliantly illuminated. If you can imagine a small car equipped with headlights, times as brilliant as any automobile, plunging along through the narrow shaft, rounding sharp curves and revealing fantastic vistas of jagged rock walls, you can understand why the hardened old miners watched in awe and won't their old stamping ground was so completely transformed.

### PUNCH SCENES IN 'COMING THROUGH'

#### Meighan Picture a Genuine Screen Thriller

WHERE you find Meighan you generally find action. Such is the case, anyway, with "Coming Through," the star's latest Paramount production, coming next ... to the ... for a run of ... days.

Pell-mell action and real thrills is the order of things from start to finish.

"Coming Through" is a story of coal mining and coal miners, adapted to the screen by Paul Schofield from Jack Bethea's popular novel, "Bed Rock." Lila Lee is featured in the

heads the supporting cast which also includes such prominent stage and screen players as John Milner, Frank Campeau and Laurance Wheat.

Tom's role is that of Tom Blackford employed with a big steel corporation. He is shipped off to the company's mines at Colton, just outside of Birmingham, as superintendent. Here the real action starts.

The big punch scenes in the picture include a hand-to-hand fight between Meighan and Beery on a skeleton framework about sixty feet above ground. Beery is bested and takes a "header" to a rock below. You've seen screen fights before, to be sure, but never anything that quite comes up to this.

Another breath-taker is the scene where one of the "trips," a coal car, breaks away and goes hurtling down through the mine at terrifying speed. Tom turns a switch in the nick of time, sending the car crashing into the framework of the mine and bringing down a shower of dirt and rocks from overhead but saving the lives of many of the miners. Here's the big kick in the picture.

If you're a true Meighan fan you'll be on hand early for "Coming Through."

### Tom in "Coming Through"

Thomas Meighan's latest Paramount starring picture, "Coming Through," adapted to the screen from the novel, "Bed Rock," by Jack Bethea, comes to the ... on ...

The story is a romance of the Alabama coal mines and features Lila Lee opposite the star, with Wallace Beery, Laurance Wheat and others at the head of a strong supporting cast. "Coming Through" marks Miss Lee's return to the screen after a year's absence.

"Coming Through" brings Tom to the screen in the role of a mine superintendent who, despite the fact that he is assigned to the toughest of mining camps and everyone seems bent on messing things up for him, "comes through" gloriously, cleans out the lawless elements, improves the discipline and increases the general efficiency of the mine.

They didn't think he could do it? He'd show them!

—and he does, in one of the most entertaining pictures the "Good Luck" star has been seen in in many a long day.

Edward Sutherland, who assisted Chaplin on "A Woman of Paris," directed the production which was adapted to the screen by Paul Schofield.

Closes Run

### REVIEWS

#### "Coming Through"

THOMAS MEIGHAN'S new picture, "Coming Through" heads the bill at the ... all this week.

"Coming Through" is an adaptation by Paul Schofield of Jack Bethea's novel, "Bed Rock," directed by Edward Sutherland.

Here's your favorite screen star in a picture that has action, thrills, love interest and humor in goodly proportions.

The story opens in the Pittsburgh offices of a large steel concern. Tom is employed in the capacity of chief clerk. His aim in life, however, is to become Superintendent of Mines and he bends every effort to prove that

After this has happened a couple of times, Tom decides to play their own game. He elopes with the president's daughter—rather a mean trick to put over on the poor girl, to be sure, but then love comes afterward to straighten things out.

Tom is shipped off to Colton by the irate father. Now there are many rough-and-ready mining camps in the company's holdings, but none quite so rough as Colton. Tom is given an unheard of schedule of production to keep up and his father-in-law fixes things with the mine foreman so that Blackford might not "come through"—a case, as Rand thinks, of returning evil for evil.

But Tom does "come through." Try and "frame him" would they? He'd show them.

—and he does—in the finest Meighan picture to date.

Lila Lee, in pictures for the first time in more than a year, is featured in support of the star. Wallace Beery is the villainous mine foreman. John Milner plays Rand, the steel magnate.

Laurance Wheat, Frank Campeau, Gus Weinburg and Alice Knowland complete the cast.

### (Review No. 2)

Does Tom "come through" in "Coming Through"?

We'll say he does—with a bang!

"Coming Through" is Thomas Meighan's latest production for Paramount now at the ... Theatre. The story is a picture version of "Bed Rock," a mining novel by Jack Bethea.

Lila Lee, in her first screen role in more than a year, is featured at the head of a strong supporting cast. Wallace Beery gives one of his greatest characterizations as a roughneck mine foreman. Others in the cast are John Milner as a multi-millionaire steel magnate, Laurance Wheat and Frank Campeau.

"Coming Through" has to do with a clerk who has big ideas and the ability to carry them out. We first see Tom keeping books in Pittsburgh. A whirlwind courtship and elopement with the president's daughter follows. The father calls him a fortune-hunter. Tom doesn't take the trouble to deny it and the girl turns against him.

Then the scene shifts to Colton, the wildest of mining camps just outside of Birmingham. Here's the scene of Tom's fight to prove himself worthy of a better job and the love of his estranged wife.

It's a great story for Meighan—and he plays it to perfection.

### Just Picture!

Wallace Beery as a young college hero, Lila Lee in the role of heroine, Frank Campeau, dressed in rompers, straw hat and flowing tie coming out

### AUTHOR SEES HIS STORY SCREENED

#### Jack Bethea Helps Meighan Make "Coming Through"

JACK BETHEA, author of "Bed Rock," the picturesque novel of the Alabama coal mines which Thomas Meighan has made into motion pictures under the title "Coming Through," was one of the most interested spectators of the thousands who watched the Meighan company at work on location at Birmingham, Ala., Bethea's home town.

The scenes were filmed at the same group of mines that inspired Mr. Bethea's story and the background, therefore, is as accurate as it is possible to conceive.

On several occasions Edward Sutherland, the director, called on

tails of the action, and once suggested to the author that he take the megaphone and direct a scene. Mr. Bethea was so surprised by the suggestion, having heard that authors had long been considered excess baggage around a motion picture production that he nearly fainted. Cold water was produced from a nearby stream, however, and he was quickly revived.

"Coming Through," adapted to the screen by Paul Schofield, features Lila Lee in the leading woman's role opposite the star. Wallace Beery is the villain. Others are Laurance Wheat, John Milner, Frank Campeau, Gus Weinburg and Alice Knowland.

### Arrival of Meighan Keeps Local Hotel Clerk on Hop

For several days prior to Thomas Meighan's arrival in Birmingham, Ala., to make exterior scenes for "Coming Through," the clerk at the Tutwiler Hotel was the most popular man in town. Interest in Mr. Meighan's visit was so great that the people of Birmingham wanted to know which suite of rooms he would occupy, whether he would have a shower or a tub, where his meals would be served.

The clerk solved the problem of satisfying all these queries by conducting several parties, in groups of twelve and fifteen, through the suite engaged for Mr. Meighan. He had a regular little speech for the occasion, like the ballyhoo men on the Broadway sightseeing buses.

"There," he would say, "is Mr. Meighan's bed. Yes, we will put in special dining tables and serve their meals right here in the room. The valet will sleep in that little room off the parlor."

—and you can imagine the scene when Tom finally arrived!

Lila Lee is featured in the leading woman's role in "Coming Through," due next ... at the ... Theatre. Wallace Beery and other big names appear in the cast of the production which was directed by Edward Sutherland. Sutherland used to be Charlie Chaplin's assistant.

### "Coming Through" Another "He-Man" Role for Meighan

They said he eloped with her for her money. The girl's father even hired thugs to "get" him. Tom didn't blame him, but he "came through" in spite of them all.

Never before has Meighan had such a role as that of Tom Blackford in the Paramount picture, "Coming Through," a screen version of Jack Bethea's mining novel, "Bed Rock," coming to the ... next ...

This picture has another big "he-man" role for "Good Luck" Tom—his best to date. Tom's a chief clerk in the offices of a big steel corporation. His father-in-law, the president



mine foreman who does his best to put Tom out of the way for keeps. As Joe Lawler, Beery is claimed to have the greatest opportunity of his career.

John Miltern plays Lila Lee's father in the production. He is John Rand, president of the steel corporation in which Meighan is an employee. Frank Campeau, another screen favorite, portrays the role of Shackleton who makes his living by the sale of bootleg liquor in the mining camp at Colton where Meighan is sent as superintendent.

Laurance Wheat, seen with Tom in "The Confidence Man" and many others, is also well cast as Gus Weinburg and Alice Knowland.

Here's Tom with one of his finest casts ever—in a story of the Alabama mining camps that might have been written to order for him.

Edward Sutherland, until recently assistant to Charles Chaplin, directed "Coming Through," as his first work for the screen. Paul Schofield is credited with the screen play.

## Complete Coal Mine Built at Paramount L. I. Studio

There's no end to what these movie people can do.

The lower stage at Paramount's Long Island Studio was transformed into a coal mine recently for Thomas Meighan's latest picture, "Coming Through." Tunnels, drifts, and underground chambers were constructed and the whole traversed by a winding narrow-gauge track.

The studio "mine" represented a new departure in realism, for more than twenty tons of bituminous coal were distributed in the chambers. The trips, or coal cars used in the scenes were shipped from Birmingham, Ala., where the company worked on location.

Special hoist machinery was installed to operate the 'trips', and the whole operation of mining coal, from shot-firing to loading the cars and hauling them out by cable was faithfully reproduced.

If you run out of coal this winter just write to Tom—he might be able to fix you up.

"Coming Through," which comes to the ..... on ....., is an adaptation of Jack Bethea's novel, "Bed Rock," a romance of the Alabama coal mines.

Edward Sutherland directed the picture as his first screen work. Lila Lee is featured at the head of a strong cast which includes Wallace Beery, Laurance Wheat, John Miltern and Frank Campeau.

## Distance No Hindrance When Fans Get Chance to See Tom

Despite the fact that Thomas Meighan and his company, making "Coming Through" for Paramount on loca-

most of their scenes fifteen or twenty miles from the city, hundreds of residents flocked to the location and watched the action every day.

The Birmingham News, the leading newspaper of the city, had to put on a special telephone operator from 8 to 10 o'clock in the mornings to answer the avalanche of queries as to where the company would be working during the day.

Many of the spectators even brought their lunches along, parked their cars in the vicinity and made a day of it. But the limit was reached when an elderly lady brought a rocking chair in the rear seat of a small automobile and carried it up close to the base of operations. Comfortably seated there, she watched Tommy Meighan and Director Sutherland do a full day's work.

So dense were the crowds at one time, an appeal was made to the chief of police and the Sheriff of the County for help.

Is Meighan popular? We'll say so! "Coming Through," a mining story adapted from the novel, "Bed Rock," by Jack Bethea, will be shown at the ..... on ..... Lila Lee, Wallace Beery and others appear in the cast.

to film exteriors, we donned miners' overalls, jackets and caps at 4 o'clock and loaded cameras and lighting equipment on three small coal cars. A 'broadside' and a spot-light were bolted to the end of the front car; a camera on a short tripod bolted to the floor.

At a signal, a shrill whistle blew, and the little string of coal cars began its inclined journey into the depths of the earth.

For several hundred yards the trip roared down a sharp incline, then straightened out on a level, dipping suddenly again as the shaft followed the sloping vein of coal. Except for the miners' flaring carbide lamps and the low-hung ceiling of jagged rock, the rumbling string of coal cars might have been a scenic railway train plunging down its dizzy, breath-taking course.

Half a mile below the surface the cars jarred to a stop. Here the trip was coupled to an electric tractor, and the electricians hooked up their lights to a trolley wire. The wire cable leading to the mouth of the shaft was disconnected, and the little train fared forth into the dark labyrinth "on its own".

For four hours, while the cameras ground and the lights made weird shadows among the wooden timbers and rocky walls, the coal trip plunged along far underground. In order to get the effect of a runaway trip the speed of the motor was increased to more than thirty-five miles an hour on straightaway stretches.

At one point in the depths of the mine, the cameramen found it necessary to reverse their film. All lights were extinguished, even the carbide miners' lamps, while the delicate job of taking the roll of film out of its magazine and reversing it was completed. It was the longest, darkest five minutes that any motion picture company on location ever encountered, and most of us breathed a sigh of relief when the lights were turned on again.

Between fifteen and twenty miles of track were covered on the underground journey. The company emerged between 8 and 9 o'clock that night. It was the most interesting film location I have ever encountered.

Coal mine atmosphere is the chief back-ground in "Coming Through." The film story was adapted from Jack Bethea's novel, "Bed Rock," and the scenes in and around Birmingham were made in the exact locale of the original story.

## No Music for Meighan

Thomas Meighan has shattered one of the oldest traditions of motion picture studio life. When the famous Paramount star worked at the Long Island plant in "Coming Through," the little string orchestra at the edge of the set was missing. There wasn't any music. Only the whirr of the camera cranks as Meighan and his associates began to weave the thread of the story in pantomime.

No music! Since the early Biograph era of film production music has been regarded as the *sine qua non* of screen emotion. *Sine qua non*, as you will learn from almost any cross word puzzle, means the indispensable thing. Without music it has been considered almost impossible to register depth of feeling and transcendent emotion: Viennese waltzes for gay romance; the Harlequin serenade for tears and pathos, etc., etc.

And now, with a single sweeping gesture Thomas Meighan has discarded the orchestral accompaniment. Why?

"There is a good deal of bunk in this theory of musical inspiration," Mr. Meighan explained. "We don't carry an orchestra around with us in real life. Down in Wall street the big bankers and business executives never have string music to help them through an important financial crisis. Inspiration and imagination come from within. Music may help in some emotional scenes, but it is my personal hunch that it is better to rely upon your own intelligence."

There is a more practical reason, too, Mr. Meighan explained, for dispensing with the orchestra. Musicians take up valuable space around the set. You have to direct them as well as your cast, give them a starting signal, and confer with them on the kind of music to be played. All that takes time.

Finally, as Mr. Meighan pointed out, Lila Lee, Wallace Beery, John Miltern, Frank Campeau and Lau-

on his thwarted ambition makes him bitter at the president and the whole system.

Then destiny plays swiftly into his hands. He meets Alice Rand (Miss Lee), daughter of the president and wins her in a whirlwind courtship. They are married secretly. When Alice tells Rand about the wedding he is furious. He accuses Blackford of being a fortune hunter, of deliberately tricking the girl into marriage to further his own ambitions. When the girl asserts that they are truly in love, Rand offers to prove his point. He hides Alice in an alcove, sends for Blackford and traps him into admitting his ulterior motive.

Heartbroken and disillusioned, Alice turns against her husband. Blackford is shipped to Colton, the toughest of tough mining camps. Here, overcoming obstacle after obstacle, he puts up the fight of his life to make good and prove himself worthy of the girl's love.

Here's a real Meighan picture!

## Tom Meighan Makes Jack Bethea Novel for Screen

"Coming Through," a screen version of Jack Bethea's picturesque novel of mines and miners, "Bed Rock," is Thomas Meighan's latest Paramount starring production.

Tom's role is that of a mine superintendent. Everyone is down on him because they believe he married the daughter of his employer merely for the sake of advancing himself. With everyone in Colton it is a case of "thumbs down" as far as Tom is concerned. Colton is the rough mining camp to which Tom's newly-acquired father-in-law has assigned him. It is so rough, in fact, that the capitalist hopes that sending Tom there may prove an easy method of removing Blackford from the picture for good.

In Colton, Tom finds his work cut out for him. If he wants anything done, he sees that he will have to do it himself, for the mine foreman, in particular, is dead set against him. He has his own ideas about how a mine should be conducted and won't let anyone interfere, superintendent or no superintendent.

Meighan takes hold and with a few trusted men cleans up the place and "comes through" in spite of everything the foreman, who is really working under orders from the home office in Pittsburgh, does to prevent him.

—and the girl who had once turned from him because she was led to believe that he cared more for his own career than he did for her, turns to him, to help him in his fight shoulder to shoulder.

Lila Lee is featured opposite Mr. Meighan in the picture. Wallace Beery has a "heavy" role. Others in the cast are Laurance Wheat, John Miltern, Frank Campeau, Gus Weinburg and Alice Knowland.

Edward Sutherland, once with Chaplin as assistant director, directed "Coming Through."

## Tom Meighan's in Town

Tom's at the ..... all this week in his latest Paramount picture, "Coming Through," a picturization of Jack Bethea's mining story, "Bed Rock."

Fancy Tom in the role of a real "he-man" superintendent of one of the toughest mining camps in the country. As Tom Blackford, employed in the offices of a steel company, he had asked for this opportunity to prove himself capable of doing bigger things than keeping ledgers—and now that he has his chance, he finds it a man-sized job.

"Coming Through," directed by Edward Sutherland, the youngest director in the business, brings Lila Lee back in pictures after a year's absence. Miss Lee is featured in support of Meighan in the production. Wallace Beery is the villain in the piece. Others in the cast are Laurance Wheat, John Miltern and Frank Campeau.

rance Wheat are all experienced, capable players. "I can trust them to put their best efforts in any given scene," he said, "without the stimulus of orchestral accompaniment."

Can a motion picture tradition of fifteen years standing be thus discarded with impunity? Time alone, and the finished production of "Coming Through" at the ..... next ..... will tell.

"Coming Through" is an adaptation of Jack Bethea's novel, "Bed Rock." Edward Sutherland directed.

## Through

The "Kid" directed by Edward Sutherland, starring Thomas Meighan, is coming to the ..... for a ..... date next.

Mr. Sutherland two years was an ; Charles Chaplin as "A Woman of Koot Pass," a for one of the young motion picture in prominent star. five years—although years screen experience dating when he worked in Keystone Comedies him on.

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Mr. Sutherland Blanche and France being the w... That makes "Comi of family affair.

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## "Coming Through Hands Miners a

Coal miners in the district who for underground by lamps fastened t new glimpse of derworld recent Meighan's compa tion of Edward S ed to the interior castle to make see Through."

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## Sid' Director

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who, for the last instant director to such productions as "The Sign of the Cross" and "Chilling Release," is one of the best directors in the country to direct a picture. He is but twenty-five years of age, but he has had ten years of experience, his film work beginning with Mack Sennett in 1915.

him on the set, to draw as his own" a picture of the most popular male today—Thomas Y. adapted from "Bed Rock."

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		(and Portland, Ore.)
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	51 Luckie St.....	Atlanta, Ga.
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GE ..... 3721	Washington Blvd.....	St. Louis, Mo.
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..... 113	S. Monroe St.....	Peoria, Ill.
..... 1101	N. Capitol Ave.....	Washington, D. C.
IRVIN A..... 38	S. Capitol Ave.....	Indianapolis, Ind.
E F..... 1219	Vine St.....	Philadelphia, Pa.
..... 1610	Davenport St.....	Omaha, Nebr. (and Des Moines, Iowa.)
GE E..... 254	Franklin St.....	Buffalo, N. Y.
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Red Rock, a mining novel by Jack Bethea.

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It's a great story for Meighan-  
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Wallace Beery as a young colle-  
hero, Lila Lee in the role of heroine  
Frank Campeau, dressed in romper  
straw hat and flowing tie coming o-  
from the wings on a scooter—and  
Tom Meighan as a property man who  
was always forgetting something, al-  
ways moving the furniture in the  
wrong place and getting in the way  
of the "stars" and you have an idyl-  
of the "movie novelette" Thom-  
Meighan and his company of players  
gave at a benefit in Birmingham, Ala.  
where they went to film scenes for  
Tom's new Paramount picture, "Con-

What a riot that must have been  
eh!

The last scene of the skit, appropriately enough, was a love scene. Beery and Miss Lee couldn't quite seem to make a go of it. Several rehearsals were tried (all this right before the audience, mind you), but Beery didn't fit into the picture. Suddenly there was a call for Tom. The property man shuffled on the stage.

Then they staged a wedding. "We need some extra people," Tom called over the footlights. "I want volunteers from the audience to come up and work with us. It is customary for extras to receive \$10 a day for working in pictures, but we're reversing that rule tonight. You'll have to pay us \$10 a piece."

Seventeen "extras," among them some of the most prominent citizens in Birmingham, were recruited—and the Community Chest, a fund for all the hospitals, orphan asylums and other charitable institutions in Birmingham, was enriched to the amount of \$170 dollars.

The performance, incidentally, netted more than \$7,500 dollars for the Community Chest.

The Birmingham News commented editorially on the good work of the movie people the next day.

"Coming Through," a screen version of Jack Bethea's novel, "Bea Rock," directed by Edward Sutherland, opens next . . . . . at the . . . . . Theatre.

stream, however, and he was quickly revived.

"Coming Through," adapted to the screen by Paul Schofield, features Lila Lee in the leading woman's role opposite the star. Wallace Beery is the villain. Others are Laurence Wheat, John Miltern, Frank Campeau, Gus Weinburg and Alice Knowland.

For several days prior to Thomas Meighan's arrival in Birmingham, Ala., to make exterior scenes for "Coming Through," the clerk at the Tutwiler Hotel was the most popular man in town. Interest in Mr. Meighan's visit was so great that the people of Birmingham wanted to know which suite of rooms he would occupy, whether he would have a shower or a tub, where his meals would be served.

The clerk solved the problem of satisfying all these queries by conducting several parties, in groups of twelve and fifteen, through the suite engaged for Mr. Meighan. He had a regular little speech for the occasion, like the ballyhoo men on the Broadway sightseeing buses.

"There," he would say, "is Mr. Meighan's bed. Yes, we will put in special dining tables and serve their meals right here in the room. The valet will sleep in that little room of the parlor."

—and you can imagine the scene when Tom finally arrived!

Lila Lee is featured in the leading woman's role in "Coming Through, due next ..... at the ..... Theatre. Wallace Beery and other big names appear in the cast of the production which was directed by Edward Sutherland. Sutherland used to be Charlie Chaplin's assistant.

They said he eloped with her for her money. The girl's father even hired thugs to "get" him. Tom didn't blame him, but he "came through" in spite of them all.

Never before has Meighan had such a role as that of Tom Blackford in the Paramount picture, "Coming Through," a screen version of Jack Bethea's mining novel, "Bed Rock, coming to the . . . . . next . . . . .

This picture has another big "hero" role for "Good Luck" Tom—his best to date. Tom's a chief clerk in the offices of a big steel corporation. His father-in-law, the president of the concern, sends him down to Colton, the toughest of mining camps, hoping that he may get rid of him through some "accident". But Tom makes good and wins the love of his bride.

Lila Lee is leading woman  
"Coming Through," which was directed by Edward Sutherland, until

Wallace Beery, Laurance Wheat, John Miltern, Frank Campeau and others play in support.

Wallace Beery, who has a leading role in support of Thomas Meighan in his latest Paramount picture, "Coming Through," put a powder puff to a novel use during the filming of the picture.

In his portrayal of a roughneck miner, Beery does not use any grease-paint or make-up powder. But in order to have the required number of smudges on his face, the actor went about the set mopping dust and grime from the Klieg lights, the floor and furnishings of a saloon back-room, diligently applying it to his cheeks, forehead and chin with a powder puff.

Lila Lee is Meighan's leading woman in "Coming Through," which will be shown next . . . . . at the . . . . . Theatre.

Edward Sutherland, the screen's "Kid" director, handled the megaphone. "Coming Through" is his first screen work as a full-fledged director.





# Thomas Meighan in "Coming Through" PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth Talking About"

## It's Colored INSERT CARDS

Insert cards are the handy  
of the family—y  
find a different  
for them. re ch



SET OF EIGHT COLORED LOBBY CARDS

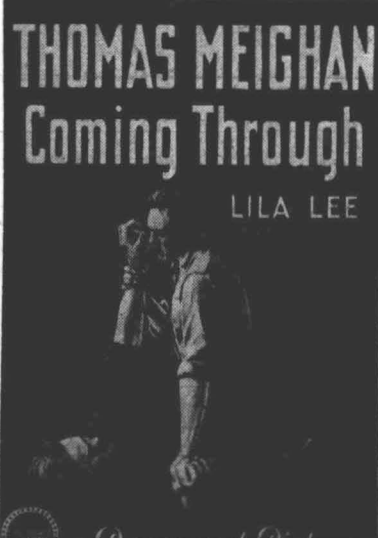
## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising			
One Sheet (1A and 1B)	.....	\$	.15
Three Sheet (3A and 3B)	.....		.45
Six Sheet (6A)	.....		.75
Twenty-four Sheet (24A)	.....		2.40
PHOTOS FOR YOUR LOBBY			
22 x 28 (Colored)	.....		.40
11 x 14 Set of Eight (Colored)	.....		.60
STAR CUTS OF MEIGHAN			
One Column (Two Styles)	.....		.25
Two Column	.....		.40
Three Column	.....		.60
Circle Thumbnail (Coarse or Fine)	.....		.15
For Newspaper Ads			
ADVERTISING CUTS			
One Column	.....		.35
Two Column	.....		.65
Supplementary (Two Column)	.....		.25
MATS, ADVERTISING, PRODUCTION, ETC.			
One Column	.....		.05
Two Column	.....		.10
Supplementary (Two Column)	.....		.10
Four Column (Adv. Only)	.....		.25
FOR GENERAL EXPLOITATION			
GILT-EDGED FRAMES, (Size 17 x 43 in.)	.....		1.50
Insert Cards (14 x 36 in. to fit above)	.....		.25
22 x 28 Gilt Frames	.....		1.50
Heralds, per thousand	.....		3.00
Rotogravure Magazine, per thousand	.....		7.50
Window Card	.....		.07
Announcement Slide	.....		.15
Publicity Photos, Each	.....		.10
Trailers—National Screen Service			
126 W. 46th St., New York City			
845 So. Wabash Ave., Chicago, Ill.			
917 So. Olive St., Los Angeles, Cal.			

Press Books and Music Cues are gratis.



Don't keep the pictures you run  
a secret. There's cash in the  
flash of peppy Paramount paper!





man in "Coming Through"  
 THAT PACKS THE PUNCH  
*Running, It's Worth Advertising"*



## It's Colored SER'T CARD

rt cards are the handy men  
 the family—you'll  
 a erent uses  
 them re cheap!



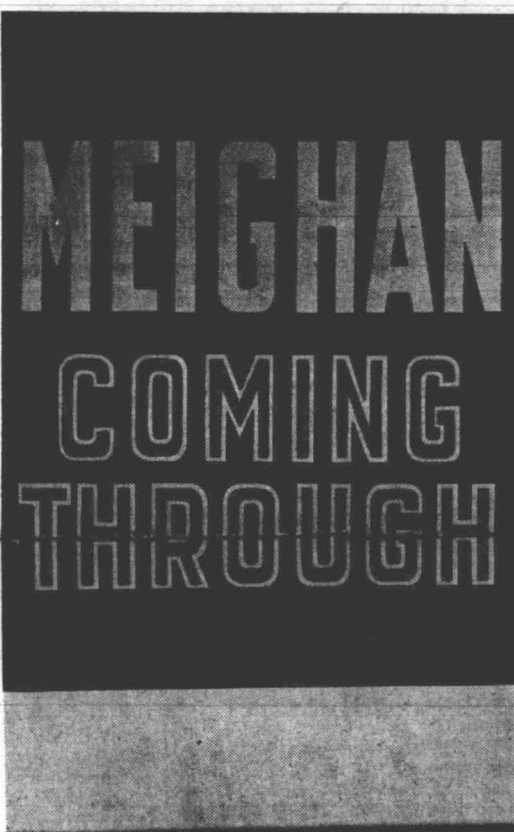
CLASSY LOBBY PHOTOS—EACH 11" x 14"

## Roto Magazine

A four-page Roto Magazine, with the same class and fan-appeal as the "Peter Pan" roto, is available on "Coming Through."

The cover is a stunning portrait of Meighan, suitable for framing. Inside pages are packed with punch scenes and bright talk. Back page three-quarters blank for special tie-up ads.

Only \$7.50 per 1,000.



Window Card

*Put the picture over the top by putting posters over the town. Here are real business-getters!*







COMING THROUGH.



COMING THROUGH.

SET OF EIGHT COLORED LOBBY CARDS

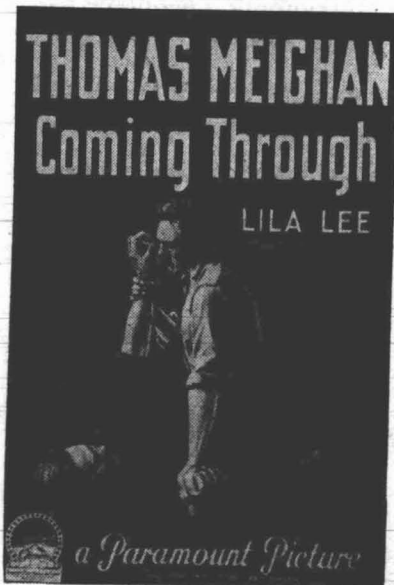
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Heralds, per thousand	.....	3.00
Rotogravure Magazine, per thousand	.....	7.50
Window Card	.....	.07
Announcement Slide	.....	.15
Publicity Photos, Each	.....	.10
Trailers—National Screen Service		
126 W. 46th St., New York City		
845 So. Wabash Ave., Chicago, Ill.		
917 So. Olive St., Los Angeles, Cal.		

Press Books and Music Cues are gratis.

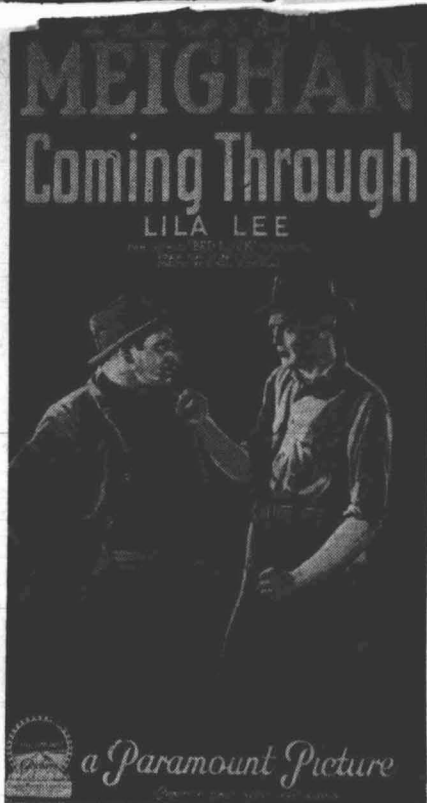


One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22 x 28)



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A





THOMAS MEIGHAN  
COMING THROUGH.  
WITH LILA LEE



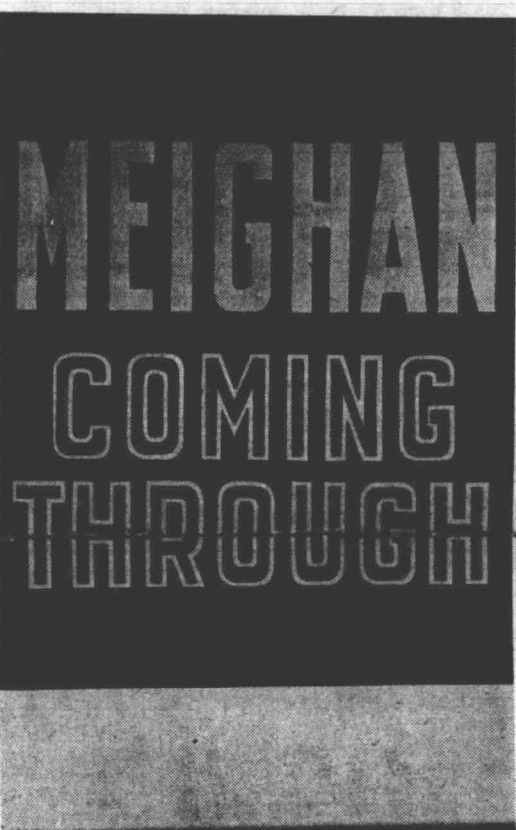
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Only \$7.50 per 1,000.



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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